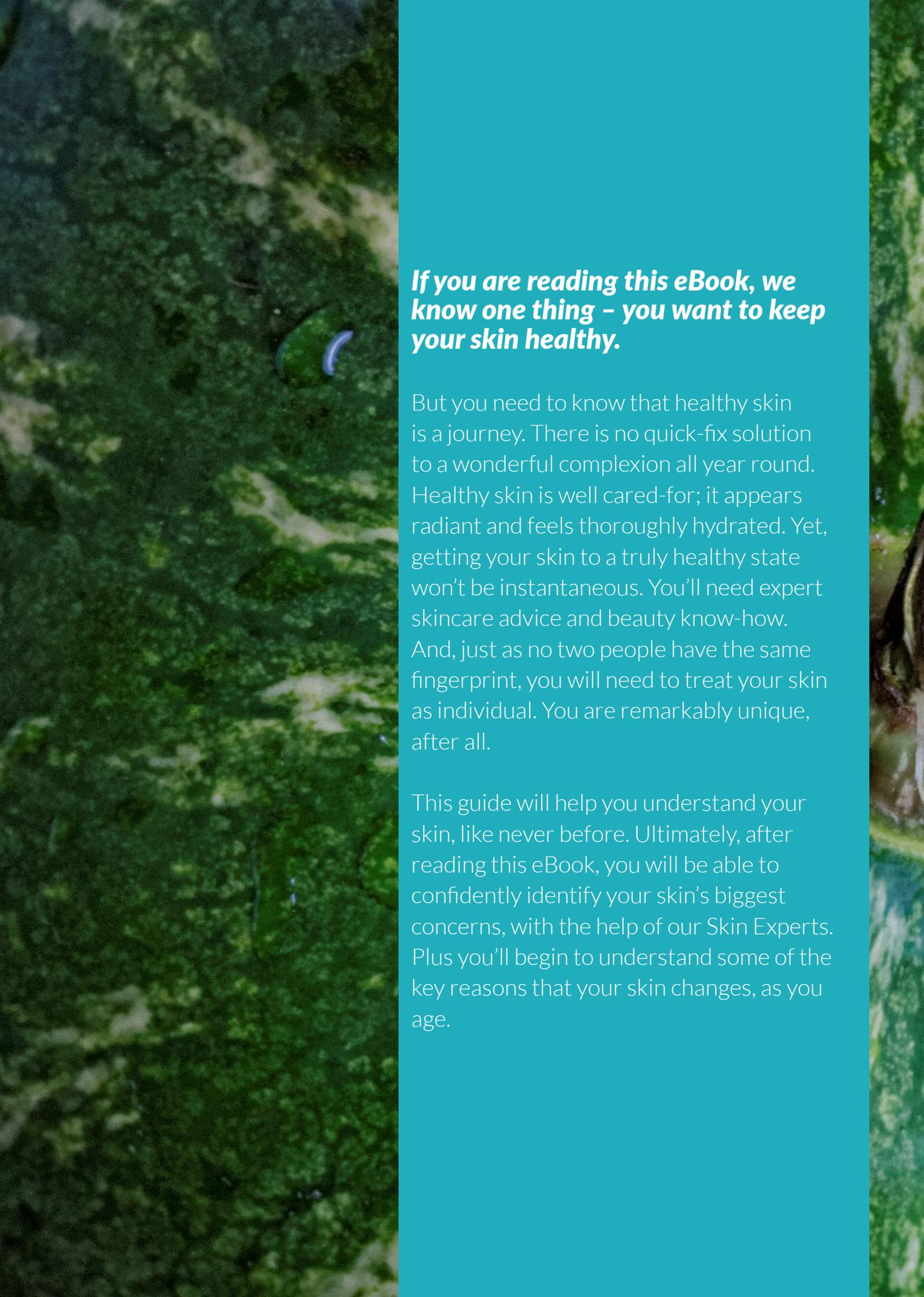


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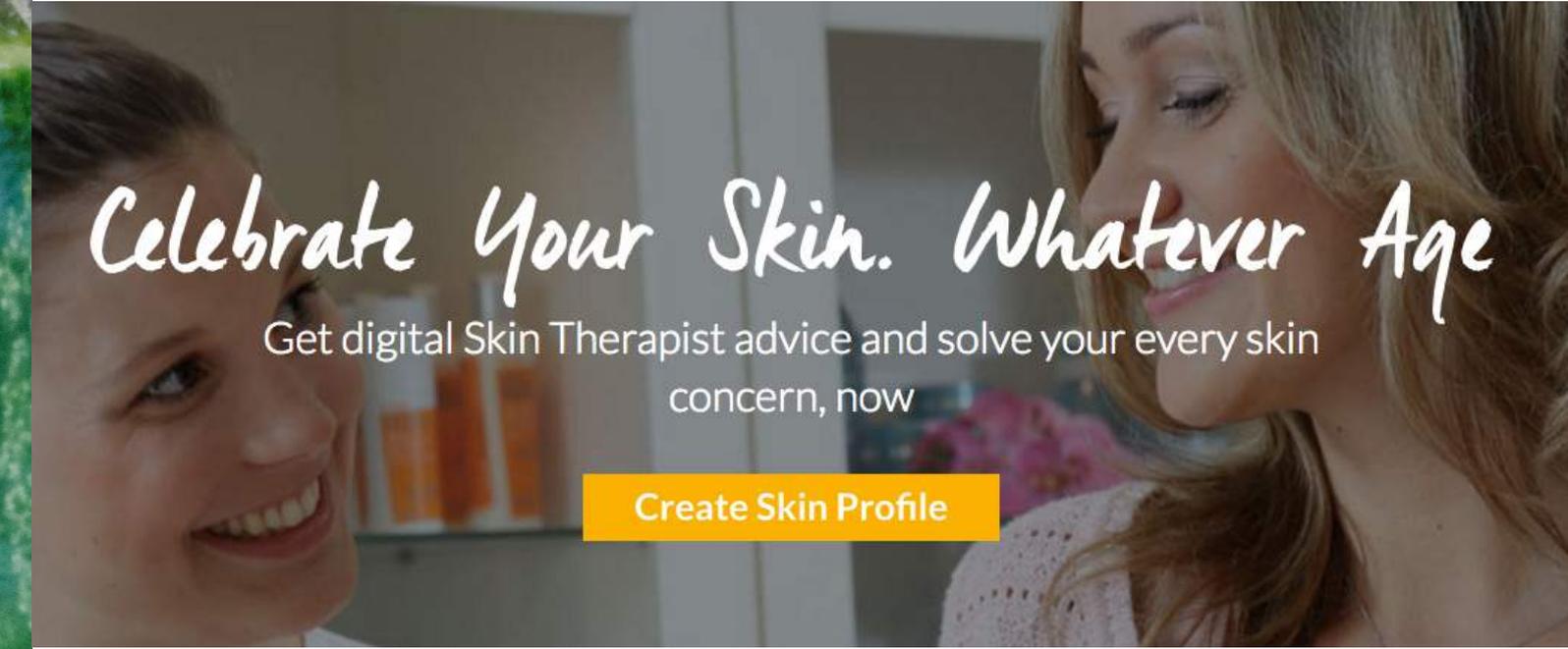
***If you are reading this eBook, we know one thing – you want to keep your skin healthy.***

But you need to know that healthy skin is a journey. There is no quick-fix solution to a wonderful complexion all year round. Healthy skin is well cared-for; it appears radiant and feels thoroughly hydrated. Yet, getting your skin to a truly healthy state won't be instantaneous. You'll need expert skincare advice and beauty know-how. And, just as no two people have the same fingerprint, you will need to treat your skin as individual. You are remarkably unique, after all.

This guide will help you understand your skin, like never before. Ultimately, after reading this eBook, you will be able to confidently identify your skin's biggest concerns, with the help of our Skin Experts. Plus you'll begin to understand some of the key reasons that your skin changes, as you age.

# Great skin at any age

It doesn't matter whether you are in your early 20's or late 50's, the trick to ageing well is simple: you must get to grips with how your skin and body functions over time. As you get older, the structure of your skin alters and your hormone levels (particularly the hormone, estrogen) gradually decrease. These 2 key changes have huge impacts for your skin's overall health. We've mapped both changes across important decades, so that you can truly look after your skin at any age.

A photograph of two women smiling and looking at each other in what appears to be a skincare or beauty store. The woman on the left is younger, and the woman on the right is older. They are both smiling warmly. In the background, there are shelves with various skincare products.

*Celebrate Your Skin. Whatever Age*

Get digital Skin Therapist advice and solve your every skin concern, now

[Create Skin Profile](#)

# In your 20's

If you are looking to start a healthy skin routine in your 20's, getting to know your skin's structure will be high priority. The outer layer of your skin is known as the "epidermis" and its function is to renew itself completely. Once renewed, healthy cells are brought to the surface and skin looks dewy. Dermalogica Skin Therapist, Naomi, explains that in your early 20's, it will take about 28 days for

the skin's cells to renew fully. But this process slows down as we age and can take up to 50 days by the time we reach 40.

To keep cell renewal at its prime, you must exfoliate on a regular basis, starting in your 20's. Jersey Beauty's Skin Therapist, Christine, comments on exfoliating "many people think 'that's so harsh for my skin,' especially if you have areas of

sensitivity. But, believe it or not, [exfoliation] is the basis to a lot of skincare." Christine comments: for a sensitive skin, it's important to "keep moisture in." So use an exfoliator such as Dermalogica's Gentle Cream Exfoliant which is non-abrasive and extracts of aloe vera benefit skin's hydration levels. Exfoliators are not restricted to a grainy texture, either. Christine



tells us “there are so many ways to exfoliate your skin!” You can use skin care tools such as the Dermalogica Exfoliating Face Brush, an ultra-gentle brush that works with your cleanser to whisk dead skin cells away. Another less-than-conventional way to exfoliate is to use a 2 in 1 cleanser that combines exfoliating ingredients with cleansing goodness! Dermalogica’s Special Cleansing Gel for instance contains salicylic acid to slough dead skin cells, speeding cell renewal as you cleanse.

For many people, exfoliating will be key in mastering the skin effects that high hormone levels bring in your 20’s. An increase in hormone levels can simulate sebaceous glands to produce excess oil, which leads to breakouts. Much like sensitive skin, acne and areas of congestion will require light exfoliation. Make sure you limit hormonal pimples by investing in a good cleanser, too. Dermalogica Therapist Jane says “make sure the products that you’re using are exactly appropriate for you at that time,” so check for a cleanser that would best suit you and your unique skin type.



# In your 30's

Dermologica Skin Therapist, Jane, helps you understand the skin's structure in your 30's by comparing it to that of a trifle! A trifle is built up of layers, with cream on top and jelly underneath. Jane explains: "If you were to take out elements of the jelly part of your trifle, your top cream... would dip back into [the jelly]" The surface of the trifle would no longer be smooth. Much like trifle,

when the underneath layer of our skin isn't kept as plump as possible, the outer layer can appear dipped, creating wrinkles, fine lines and sagging skin.

So how do we keep skin plump in our 30's? Our resident science expert, Chris, reveals that firmness is directly related to the skin's collagen levels. He explains: "collagen is a protein, basically the

building block of skin. In producing new skin, we're producing new collagen... As we get a bit older, the production of collagen reduces. The collagen itself instead of being a nice mesh can be a bit like an old worn jumper than nicely packed."

In short, you need to boost skin's collagen levels in order to maintain plump, healthy skin in your 30's. Beauty



products are bustling with exciting new formulations, designed to increase your collagen levels. Beauty Therapist Nicola from Guinot instructs: be sure to check out Guinot's Liftosome Lift Firming Face Serum which includes "pro collagen for lifting, for firming – great for those clients concerned with gravity taking hold (!) – so loss of tone, loss of firmness".

While hormones levels may not dramatically decrease in your 30's, the hormone estrogen will gradually begin to decrease. This causes skin to appear dull and tired. It's important to add products that include high levels of vitamin C to your skin routine, such as Guinot's Newwhite range. On the contrary, if you are pregnant you will produce high estrogen levels, which can encourage rapid melanin pigment production. This means you'll probably notice brown spots or areas of hyperpigmentation. Don't worry; it's safe to use Dermalogica's Powerbright TRx range throughout pregnancy. Dermalogica Skin Therapist, Naomi, says: "with the hormonal change

on the skin... we don't recommend anything that's going to over simulate," so be sure to stay away from products that contain retinoid a or abrasive ingredients." Make sure you check skin creams with your midwife or doctor, if you are ever unsure.



# In your 40's

In terms of hormones and your skin, the 40's decade brings a greater decline of the estrogen hormone in our bodies, which may result in skin looking dry and thin.

This is why, in your 40's,

skin therapists highly recommend products that include 'hyaluronic acid'. Known for being a popular active ingredient, hyaluronic acid is produced naturally in your skin - but it's

production drops with the decline of the estrogen hormone. Jersey Beauty's Skin Therapist, Christine, exclaims that hyaluronic acid can hold up to "1000 times it's own weight in water!"



It is essential to put this ingredient back into the skin as soon as you notice dry and dehydrated areas. For an easy solution, try products such as Dermalogica's Skin Hydrating Booster – just a few drops of this product to your current moisturiser and delight in lasting hydration. Alternatively try ARK's Skin Perfector Firming Serum, which locks in moisture in the skin's with hyaluronic acid matrix and improves collagen synthesis.

Of course, in your 40's, wrinkles can appear more pronounced. Dermalogica Skin Therapist, Naomi comments that "the structure of your skin... the collagen and the elastin is reduced dramatically," so you may need to use targeted treatments for existing wrinkles. A great product to use is Dermalogica's Multivitamin Power Firm, a cocktail of vitamins to strengthen skin elasticity and improve

smoothness around the eye and lip areas, where wrinkles can appear deep-set. Multivitamin Power Firm will also improve the appearance of those dark under-eye circles, which are all-too common in your 40's.

Dermalogica Therapist, Jane, reminds us that external factors can have an effect on your skin's structure so it's important to use products that are packed with antioxidants. "Antioxidants are there to neutralise ... elements that are in the atmosphere that will break down you collagen and elastin". You may want to try Dermalogica's Age Smart Antioxidant Hydramist. A quick spritz during the day will protect skin from environmental assault, such as pollution. Plus, you will notice a brighter complexion

# In your 50's

Skin will need a helping hand when it comes to retaining all-important moisture in your 50's. But, thankfully, brands such as ARK Skincare have created specific products that can give us

ingredients that our skin really needs throughout this time period. Your skin loses the ability to regenerate cells at a great speed, so use an intensive moisturiser such as the ARK Age Defy

Nourishing Moisturiser which contains fatty acids such as blackcurrant and borage seed oil to deeply nourish your skin. Perfect for sensitivity, apply a thin layer AM and PM for best results.



Menopause can cause significant skin changes for the skin's structure. In fact, 30 per cent of your collagen is lost in the first 5 years after menopause. Because your hormone and collagen production levels radically decrease at this age, it's important to look at potent skin formulas that can work to simulate cell turnover. This may mean investing in an ultimate, skin health product. Guinot's fabulous Beauty Therapist, Nicola, tells us: "Age Logic products ... they are symbolised with the [Guinot] burgundy and silver packaging and they are the ultimate! [...] They contain very high complex active ingredients to simulate energy and oxygen within the cells [...] To almost de-programme cell ageing." Nicola explains: "those burgundy and silver products, like your Age Logic Cellulaire, Age Nutritive, Time Logic Age Serum really help slow down biological ageing." Simply check Guinot for products starting with the words "Age Logic" and test them out to get the best cell regeneration formulas in your 50's.



# About the Experts

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## **Meet Skin Therapist, Christine!**

Christine is our resident, Jersey Beauty Skin Therapist. She works tirelessly to give you the best skincare advice available and loves to keep up to date with all the latest beauty innovations and trends. Research is Christine's bag and she is constantly surprising our team with new discoveries and practical skincare tips.



## **Meet Science Editor, Chris!**

Chris is the science editor at Personal Care magazine plus, he works to create supplements and skincare products alike. Chris formulated the brilliant skin brand, Oqibo, which aims to restore the skin to remarkable health. You will need to take note of his impressive, easy-to-understand skin science to ensure your skin is at its healthiest.



## **Meet Decleor Skin Therapist, Eileen!**

Eileen works for Decleor and loves every aspect of the beauty industry – especially the professionalism and the passion that beauty lover's carry! She quotes "Helping people with their skincare seems like such a small thing, but as a Skin Therapist I can help with people's self-esteem, self-confidence and this can dramatically improve their overall wellbeing!"



### **Meet Dermalogica Jane!**

Dermalogica Jane features on earlier episodes of our Jersey FM beauty podcast, (you may have heard from this fabulous lady before!) She's been delivering great Skin Therapist advice to lovely people like you, for a remarkable 14 years!

As a Skin Therapist Jane has a wealth of top beauty buys, sitting on her bathroom shelf! Her ultimate skincare product recommendation is Dermalogica Daily Resurfacer – a leave-on exfoliating treatment that will brighten and hydrate your skin for a remarkably even skin tone.

You can discover a wealth of Skin Therapist advice from Jane in this ebook, as she irons out your beauty misconceptions and gives amazing skin truths. You'll find she is passionate about skin health and prescribing the best possible products for Happy Remarkable You!



### **Meet Dermalogica Naomi!**

Dermalogica Naomi has been in the beauty industry since she was 15 years old! Starting as a Skin Therapist assistant, she has a wealth of customer knowledge and can relate to your every skin concern. Naomi has been a fully qualified Dermalogica Skin Therapist for 7 years and swears by 2 Dermalogica products: Daily Resurfacer and Skin Hydrating Masque. Naomi recommends you use Skin Hydrating Masque twice a week, to hydrate dry and stressed skin.

Dermalogica Naomi believes that beauty is, quite simply, healthy skin. Her top tip is to exfoliate regularly as the benefits are endless and incredible for your skin!



### **Meet Guinot's Nicola!**

Guinot's Skin Therapist and Regional Trainer, Nicola, has been in the beauty industry for 16 supersonic years! Her favourite product is Guinot's Gommage Eclat Parfait an incredible exfoliator, which perfectly polishes the skin with microbeads to remove all of your dead skin cells. This product also has a skin smoothing effect as well as a beautiful aroma for you to delight in!

One of Nicola's go-to beauty tips is simple: you should always moisturise your hands after washing! Keep a luxury hand cream on your bathroom shelf and in your handbag at all times. There is nothing worse than dry hands, according to Skin Therapist Nicola! You could try Guinot's Longue Vie Mains, a vital hand care treatment with sweet almond oil to soften skin intensely.



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# Dry Skin

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# What?

**“Dry skin” is one of the most talked-about skin concerns in the beauty industry. Skin Therapists note that it is often confused with “dehydrated skin”. That’s why, it is important for you to know that dry and dehydrated skin are inherently different. Skin Therapists, Dermalogica Jane and Naomi, reveal that “dry skin lacks oil” whereas dehydrated skin lacks “water.” In particular, dry skin signals a loss of oil in the skin’s outermost structure.**

While dry and dehydrated skin have similar telltale signs, our Jersey Beauty Skin Therapist, Christine, helps us to separate the two skin concerns. Christine’s advice is to take both of your thumbs and gently stroke them along any specific area of your skin, to check for dryness. If the skin underneath your thumb feels rough or flaky, your skin in that area is dry. However, if the skin underneath your thumb feels really tight and begins to “drag” and crease as you lightly move across the surface, Christine comments, “this is a massive sign of Skin Therapist Christine

notes that “flakiness” is a primary indicator of dry skin. However, dry skin can also experience irritation, itchiness and sensitivity. Skin that is dry may appear dull or grey, especially if your skin tone is dark or olive. It is quite likely that men who shave their face regularly will experience dry skin, particularly if they are not using pre-shave products and nourishing moisturisers. This is because shaving removes oils from the skin’s outer layer. When oils are regularly removed from the skin’s structure in this way, flakiness and damage begin to show.

# Why?

To understand dry skin, you must first get to grips with how the “lipid” content of your skin’s outermost layer functions. Simply put, it’s helpful to know how oil and essential fatty acids are built into skin’s structure. One of our favourite analogies at Jersey Beauty comes from science editor, Chris, who compares the outermost layer of your skin (aka your “stratum corneum”) to that of a brick wall. Typically, bricks that form a brick wall are surrounded by pointing or cement, which functions to hold the wall in place. While bricks that form a wall represent dead skin cells, Chris tells us that pointing in a brick wall has similarities to our skin’s “lipid barrier,” found in the outermost layer of skin. Chris explains the analogy: “With dry skin, there’s a lot of holes in the pointing of that wall. If you can reinforce the wall, put the pointing back in, then you’ve got a better protection, a better wall.” To give clarity: dry skin lacks a strong lipid barrier. It is an indication that lipids, represented by pointing in a brick wall, are damaged or exhausted. Ultimately, you will need to reinforce skin’s lipid barrier in order to restore dryness back to full health.

## WHAT ARE LIPIDS?

Lipids are fatty substances like oils, proteins and amino acids. They exist in various types, but the lipids that form the outermost layer of our skin are exceptionally clever. These lipids hold a healthy amount of water inside our bodies, whilst simultaneously keeping our skin somewhat waterproof, so that we can bathe, swim and shower without drowning inside out! Skin Therapist, Dermalogica Jane, tells us that skin around your eye area actually doesn’t produce as much oily lipids in comparison to rest of your skin. She comments, “[oil production around the eye area] is limited, if not none for some skin types, so you are very much reliant on topical application of a cream.” This is why Skin Therapists advise that you find a good eye cream and use it frequently to build lipid content.

# Treatment

Although it is tempting for dry skin sufferers to quickly purchase a heavyweight product, which are thick and full of oil, this is certainly not what a Skin Therapist would prescribe. Sure, it's important to restore the lipid oil structure of your dry skin, but to do so you will need to find tailored, professional products, made from the best, active ingredients to match your unique complexion. Science editor, Chris, comments: "we need to put things back in the skin to support itself." Simply put, you should be looking to restore skin with nutrients and active ingredients so that, eventually, your skin will be able to function well, with its outermost lipid barrier (representative of pointing in a brick

wall) repaired to full health. So, where do you start? Guinot's Skin Therapist, Nicola, reveals that if you have dry skin, you should look for branded, Guinot



skincare product names that include the term "Nutri" or "Nutrition." For example Guinot Serum Nutri-Cellulaire is an intensive, booster product made for your dry skin.

Guinot's Nicola comments that this is a particularly great product if your skin "feel uncomfortable." Nicola goes on to explain, "[the client] might get flaking or peeling, so [Guinot's Serum Nutri-Cellulaire] will really help to nourish the skin." The main active ingredients in Guinot's Serum Nutri-Cellulaire are known as "proceramides." Proceramides are waxy, lipid molecules that provide in-depth moisture to skin. Because proceramides in Guinot's Serum Nutri-Cellulaire work to rebuild the damaged structure of dry skin, you will notice a softer, radiant complexion after regular use. Apply one pump of Guinot's Serum Nutri-Cellulaire underneath your moisturiser AM and PM. If you have

dry skin, consider using a bottle of serum three times a year, for an extra healthy dose of goodness when your skin needs it most.

You might notice that during pregnancy, or after giving birth, skin can sometimes change from your typical skin type to dry. Post-partum dryness is a common skin complaint and our beauty expert Marita explains



that even if you've never had dry skin before, pregnancy can trigger a season of dryness for your complexion. She comments: "my skin got incredibly dry" after giving birth. The good news is, Guinot's Skin

Therapist Nicola advises that all Guinot dry skin products are safe to us in pregnancy, and serums are especially powerful for post-partum Mum's. Similar to Guinot's "Nutri" range, Decleor's skincare lines use the word "nutrition" to indicate products that work to restore the skin's natural oil structure. Decleor's Intensive Nutrition Nourishing Cocoon Cream contains argan oil which aids in delivering all the essential nutritional elements that the skin's barrier need to function. It is worth highlighting that chronically dry skin, such as eczema-prone or psoriasis, will need to be treated differently, with more heavyweight creams applied, such as Dermalogica's Super Rich Repair. Skin Therapist Jane comments that Dermalogica's Super Rich Repair can even be used around the eye area for chronic dryness. This is because Dermalogica's Super Rich Repair functions as a barrier for the skin.

Dermalogica's Super Rich

Repair protects your skin from any further damage to the skin's structure so that it can heal, as well as restore its lipid barrier.

***If you would like instant, Skin Therapist help to find a best-fit product for your dry skin, head over to [jerseybeautycompany.co.uk](http://jerseybeautycompany.co.uk) and complete your Skin Profile.***

# Tips

- Skin Therapist Christine reminds us that our skin's zones can be very different. It's important to remember that dry skin in one zone may not indicate overall dryness. Create your Skin Profile on [jerseybeautycompany.co.uk](http://jerseybeautycompany.co.uk) for more information.
- If you have dry skin, be sure to use products containing the ingredient, "lactic acid." Lactic acid is a nourishing ingredient that is really effective in healing areas of dryness.
- Cold winds, air conditioning units and low temperatures can damage our lipid barrier, ultimately triggering dry skin. Protect your skin in these instances using "antioxidants" such as vitamin C or E.

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# Redness and Sensitivity

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# What?



**Sensitivity is perhaps the easiest skin type for you to identify. Guinot Skin Therapist, Nicola, explains that sensitive skin will appear reddened in tone. She comments: “[sensitive] skin will flush, it will blush, it will get that heightened red effect.” Nicola goes on to list the true characteristics of a**

**sensitive skin: “ it will feel irritated or inflamed on a daily basis and it will react to different temperature changes – going in and out of cold and hot.”**

Jersey Beauty Skin Therapist, Christine, helps you further when detecting sensitive skin. If you smooth your thumbs, gently, over your complexion, look out for areas that radiate heat, or feel hot and itchy to touch, “that’s basically your skin’s way of [signalling] sensitivity... at its surface,” explains Christine. Almost **everyone** will suffer from skin sensitivity, at some

point, in his or her life. So don’t be surprised if redness and irritation develop rapidly on areas of your skin! Simply learn to treat your rosy skin condition with care, and get to grips with the possible causes of sensitivity.



*Nicola from Guinot*

# Why?

Sure, skin has a clear way of signaling sensitivity and, by now, you may have located reddened and sensitive areas of skin within your complexion. The truth is, difficulty comes when you begin to pinpoint the cause of this characteristic skin complaint. Skin Therapist Nicola, starts to unpack the various triggers behind sensitive skin, and explains: "Sensitivity can be caused by lots of different factors. It can be hereditary [...] passed on, unfortunately, it can be environmental – lots of people suffer from sensitivity because of the environment they work in." Nicola also informs her beauty clients that sensitive skin is frequently triggered by "different medications that people are taking" or, in some cases, "hormonal changes and lifestyle decisions," will have a direct affect skin's sensitivity.

It's super important to understand that your skin is made of many layers. Sure, if you suffer sensitivity, your acid mantle is most likely impaired. However, if your skin's sensitivity is severe, it is likely that irritants or allergens have been pushed deeper into the skin's stratum corneum. Your stratum corneum is the layer of skin where nutrients and all-important lipids are stored. If you have a sensitive skin condition like eczema, rosacea or contact dermatitis, or chronically dry skin, you must build back the nutrients

## HOW CAN SENSITIVE SKIN SUFFERERS, LIKE YOU, FIND CLARITY?

Well, it might be useful for you to get to grips with one major scientific skin term. (Don't worry, we've made things super simple!) Let our skin experts introduce you to what is known as the skin's "acid mantle" or "hydro lipid film." Skin Therapist, Nicola, defines your skin's acid mantle as "the skin's natural protection barrier." It is a thin layer of sweat and sebum, or oil, that covers your "stratum corneum," which is your skin's outermost layer. This film layer is a protective barrier that stops allergens, pollutants and environmental irritants from damaging your healthy skin. If your skin is showing signs of sensitivity, it is true to say that your acid mantle is impaired. Therefore, your main skin goal will be to rebuild your acid mantle and strengthen your skin's structure so that sensitivity is prevented and skin is restored to optimum

# Treatment

Your first step to achieving great skin – free from sensitivity – is to repair your skin’s acid mantle. Skin Therapist, Nicola tells us that “moisturiser is imperative” when repairing any sensitivity. Nicola recommends Guinot’s Crème Protection Repairatrice, which provides as a “shield for very fragile, vulnerable skin that’s irritated from the environment.” Guinot’s Crème Protection Repairatrice is a lightweight moisturiser that contains omega 6 fatty acids, which are known for their nourishing and protective properties. Simply put, not only will Guinot Crème Protection Repairatrice

build back your skin’s acid mantle, it will also put nutrients back into your deeper skin layers at the same time. This is a brilliant product for any sensitive skin condition, including “eczema, dermatitis, psoriasis,” Skin Therapist, Nicola,

explains. Find alternative products that restore your skin’s acid mantle, by creating your Skin Profile on our website Science editor, Chris, further recommends that you should opt for “fragrance-free products,” only if you have a chronically sensitive skin condition, like eczema. Chris clarifies that people, who suffer with skin sensitivity, will often specifically look to buy products labeled “natural” or “fragrance-free.” But the truth is, the words “natural” and “fragrance-free” can actually be a little misleading. Not everything that is natural is necessarily good for you and Chris explains that naturally fragranced



# Tips

skin products, such as neat essential oils, will most likely harm the skin. Chris says, “Most of the time products have some synthetic fragrance added, because essential oils have to be at such a low level to not cause problems to the skin.” If you are keen to avoid fragrance allergens, that can irritate the skin, look for the word “parfum” on any product ingredient list. Alongside this term, “parfum” you will notice a list of fragrances that

have been added to the product. Check these listed ingredients alongside the official list of fragrance allergens that you will find printed below. If you spot any listed fragrance allergens in the product, you must test the product in sample size first, especially if you have chronically dry or sensitive skin.

- If you have sensitive skin, look for a product that repairs your skin’s “*acid mantle*” or “*hydro lipid film*.”
- Sensitive skin conditions such as eczema, rosacea and psoriasis need to be treated with extra care. Look for products that contain fatty acids and nutritious oil ingredients.
- You must exfoliate, even if you have sensitive skin. Use a gentle exfoliator such as **Dermalogica’s Gentle Cream Exfoliant**, twice weekly.



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# Tightness and Dehydration

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# What?



**The difference between dry and dehydrated skin is often a source of confusion. Simply put, dehydrated skin signals a loss of water in your skin. We can bet you'll know relate to the feeling that dehydrated skin triggers, all too well. Skin Therapist,**

**Christine, tells you that dehydrated skin will feel "tight" and it will "absorb [skincare products] quickly." Skin will "drink" moisturiser, as if it's "really, really thirsty," Christine explains.**

A great Skin Therapist test for dehydrated skin can be done at home. Simply "pinch" or "lift" the skin using your thumb and your index finger. Skin Therapist, Christine, tells you that "depending on how slowly it goes back to itself," your skin will indicate dehydration. If the skin quickly recovers to its plump,

healthy state, you do not have dehydrated skin. Healthy skin retains water and looks plump and full of elasticity. In some cases, you may notice fine lines when you pinch dehydrated skin between your fingers.



# Why

***When thirst strikes, it's easy for humans to drink a lot of water at a fast pace. Similar to this, thirsty skin lacks water and is in desperate need of H2O intake - as quickly as humanly possible! But wait... before you scurry to the bathroom sink, take a moment and get to grips with two of the leading causes for your dehydrated skin. Skin Therapist, Dermalogica Naomi, reminds you that it is key to be aware of skin's many layers. You must understand which layer of dehydrated skin to treat, in order to maintain a fabulously dewy glow.***

Skin can become dehydrated at two key points of your skin's structure. Firstly, skin can become dehydrated at its "epidermis," which is a broad term that generally refers to the skin's upper layers, including the stratum corneum. Dermalogica Skin Therapist, Naomi, helps you understand your skin's "epidermis." Naomi explains that your "epidermis" has a crucial role in renewing the skin's cells, "so that all of [your] nice, healthy cells can actually be seen, and can grow." Skin can become dehydrated at this level due to changes in the weather (skin loses water in extremely hot or cold climates,) and when this happens, you may notice fine, crêpe-textured lines across the outermost layer of skin. You may also find that dead skin cells build up, and skin appears dull and tight to feel. In this case, skin will need help to exfoliate and produce new cells.

Skin that is dehydrated at its epidermis will also require water-retaining ingredients. Dry skin is often a precursor to skin that is dehydrated in its epidermis. This is because, if skin is dry, it will lack important oils that hold water into the skin's upper layers. If skin is dry and dehydrated, you will need to locate products that build both oil and water back into the skin's upper layers.

Skin can also be dehydrated at the “dermis,” this is the deeper layer of skin that contains collagen and elastin as well as hair follicles. Skin Therapist, Dermalogica Naomi, tells you that, if skin is dehydrated at this layer, wrinkles will form. Dermalogica Naomi compares the skin to trifle: “If you can imagine a bowl of trifle, what you’ve got is the jelly – that lovely, firm setting jelly, [represents] your dermis.” If jelly within a trifle

is missing water, it will cave in, or collapse. This is what happens to your skin, when it lacks water in the dermis. Skin that does not contain water deep down is not as dense, and parts of the skin’s structure dip or collapse, forming wrinkles. To prevent dehydration at this part of the skin’s structure, it’s important to look for active ingredients that boost elastin and collagen production.

# Tips

- Dehydrated skin is a condition that cannot solely be treated by simply boosting how much water you drink. Though it’s important to drink around 2 litres of water daily, your skin can still be dehydrated even if you are not thirsty at all!
- Look for products that contain water-retaining ingredients, such as hyaluronic acid, and use regularly!
- “Aloe” is an ingredient that binds water deep in the skin’s layers. This ingredient is super-important for dehydrated skin. It can be found in **Dermalogica’s Skin Smoothing Cream** and **Guinot’s Hydra Finish**.

# Treatment

Skin Therapist, Naomi, explains that because dehydrated skin indicates a loss of water in the skin's structure, skin that suffers dehydration can actually be oily. When you are aged 40-50+ you may notice those painful, under-the-skin spots that typically emerge around your jawline area. Dermalogica Naomi helps you understand this skin concern and says: "to be honest, it is actually down to a [...] dehydrated skin because the bacteria has nowhere to go, so it sinks into [skin]." When your skin is exfoliated, new cells emerge to its outermost layer. If your skin lacks water, this process is stalled and oil builds into "deep pools" of bacteria, causing painful spots and cysts. This is why dehydrated skin needs an exfoliator. Above all else, an exfoliator is the most

important product for skin that is dehydrated. Try Dermalogica's Daily Microfoliant which uses salicylic acid and rice enzymes to exfoliate dead skin cells away on a daily basis. Alternatively, create your skin profile to find the right exfoliator for Happy Remarkable You! Simply visit [jerseybeautycompany.co.uk](http://jerseybeautycompany.co.uk) and get started with our therapist-built profile. Of course, Jersey Beauty Skin Therapist, Christine, tells you that it's important to give dehydrated skin water-retaining ingredients, such as hyaluronic acid. Christine goes on to tell you more about her favourite, skin-saving ingredient! She says: "it holds up to 1000 times its own weight in water." Hyaluronic acid already exists in your skin's structure, but this peters out over time, especially

as your production of the hormones, estrogen, declines. "The great news is," Skin Therapist, Christine, tells us "[hyaluronic acid] can be found in products such as Dermalogica's Skin Hydrating Masque." This means you can build back skin's hyaluronic acid, creating a fresh, dewy glow.





# Dark under eye circles

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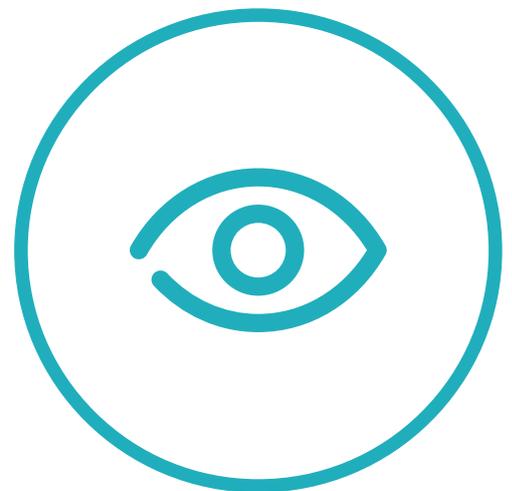
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# What?

**Bright eyes can be difficult to maintain: especially if you have a busy and full lifestyle!**

Tiredness, of course, is always associated with dark circles around the eye area- and while it's true that a good nights sleep can heal your peepers - our skin experts comment

that most eye concerns are caused by clients using the wrong skin products... or none at all! Don't wait to invest in a good, professional eye cream and treat your dark under-eye circles properly. Read on to discover 5 everyday causes for dark under-eye circles. Your tired eyes will thank you for it!



# Why?

## Tiredness

Skin Therapist, Nicola, explains that dark circles under the eye area are actually caused by the fact that the anatomy of the eye is very different. Skin surrounding your eyes is actually “8-10 times thinner,” Nicola explains. Because skin is thinner around your eye area, blood vessels are closer to the surface. When you are tired blood capillaries dilate, and you can visibly see a purple or blue colour.

## Puffiness

Guinot’s Skin Therapist, Nicola, continues to make it simple for you to understand the reasons behind those puffy, dark eye circles. Nicola

tells you that puffiness around the eyes is an “accumulation of excess fluid that isn’t adequately drained by the body’s systems.” Simply put, fluid gets trapped beneath the eye area making eyes appear puffy. This can be triggered by things such as incorrect use of products e.g. using a product that isn’t formulated for the eye area, as well as factors such as lack of sleep, lack of hydration, allergies and diet.

## Crows Feet or Fine Lines

As skin’s tissue around the eye area is thinner and more delicate it makes it more vulnerable to environmental concerns such as weather changes and the sun. This teamed

with this fact that your eye areas contains fewer collagen and elastin fibers, makes it ore susceptible to fine lines and wrinkles. Teamed with dark circles, this is a common skin concern for many.



NICOLA

## Genetics

Skin Therapist, Nicola, explains that some people will simply have dark circles around their eyes “thanks to their genes.” While not much can be done to change your genes, there are things that can prevent under eye circles no matter what the cause.

## Milia

Decleor Skin Therapist, Eileen, explains that milia are little white dots found around the eye area, usually in conjunction with dark under eye circles. Eileen explains that milia are formed when “keratin” (a substance produced by the skin) becomes entrapped beneath the outer layer of the skin, forming a tiny, white cyst. An individual milium (the singular of milia) is formed at the base of a hair follicle or sweat gland.



# Treatment

***There's a wealth of treatments out there, to help recover your dark, under eye circles. Find eye creams on our website [jerseybeautycompany.co.uk](http://jerseybeautycompany.co.uk)***

But first, forget what you've heard, - Skin Therapist, Jane, sets the record straight when it comes to eye care application. Jane clarifies: "all Dermalogica eye products are designed for the whole eye area" - including your eyelids. In fact, Age Reversal Eye Complex is the only Dermalogica eye cream that cannot be directly applied to your lids. This is because it contains retinol, which is an extremely potent ingredient and works to soften the appearance of wrinkles. Simply pat a rice-sized amount of Dermalogica's Age Reversal Eye Complex around the brow bone area. Next, gently work this product into the skin around your eye socket to deliver a cocktail of health that will brighten your eyes and reduce the appearance of crow's feet. Dermalogica Skin Therapist, Naomi, further notes that it is important to use your professional eye cream of choice, twice a day. She says, "You moisturise twice a day, so why not moisturise

the eye area as well!" Follow these 2 significant eye care instructions and your dark circles will immediately look brighter.

As well as Dermalogica's Age Reversal Eye Complex, your go-to eye cream for dark circles will be "Dermalogica's Total Eye Care SPF15," according to Skin Therapist, Jane. Total Eye Care SPF15 is the only Dermalogica eye cream that contains SPF, "so if you don't get SPF from your make up - this product is a must," explains Dermalogica's Skin Therapist, Jane. She further explains "I have had clients that have used Dermalogica's Multivitamin Power Firm because they have wanted properties that work to reduce fine lines and wrinkles, but then they have also used Dermalogica's Total Eye Care SPF15 over the top" to build an SPF around the eye area. It is true that Dermalogica's Multivitamin Power firm can be applied to the eyelids to defend this area of skin from free radicals that can trigger a dull and dark appearance around the eye area. To grab an eye cream that works well for your skin, create your skin profile on [jerseybeautycompany.co.uk](http://jerseybeautycompany.co.uk)

# Tips

- If under-eye circles appear reddened or sore, opt for a product that soothes sensitivity such as **Dermalogica's Ultra Soothing Eye Serum**. It is common for rosacea sufferers to have blood shot eyes and redness in this area.
- Tired eyes and dark under eye circles can be the result of not cleansing this area thoroughly. You must use a make up remover or oil-based cleanser to gently break down any eye make up or debris from the eye area.
- Make sure you use an exfoliator around the eye area so that small, white spots (aka milia) don't collect around this area of skin. Try a gentle exfoliator as your skin is much thinner round the eyes.

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Spots and  
adult acne

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# What?

**One of the major gripes people have about skin is spots and breakouts. Even after teenage years have been and gone, spots can be unexpected and breakouts can flare in adulthood. This is known as “adult acne” (and boy, it can be extremely painful!) You must get to grips with a few technical terms in order to treat your adult pimples appropriately.**

Skin Therapist Dermalogica Jane explains that breakouts typically consist of “pustules,” which are white or yellow head

pimples, and “comedones,” which are also known as “blackheads” and are much darker in appearance. Jane explains that blackheads exist where “oil is trapped in your pores or hair follicles,” so your pores may appear enlarged if this type of breakout affects your otherwise-healthy complexion. Yet generally, adult acne has fewer comedones or blackheads and instead adulthood breakouts are characterised by mild spots that occur frequently and constantly. Dermalogica Naomi calls these types of breakouts “papules” and describes them as “hard, red bumps” underneath the skin. These blemishes usually occur in the lower

half of the face, around the chin area or on your jawline. Naomi explains that papules can turn into boils if they are not treated properly or if they are popped forcefully. You may also experience scarring if you squeeze or blister this spot type.

Adult acne is not restricted to an oily skin type – so even if your skin does not produce excess oil through its pores or hair follicles, you may still get pimples and breakouts way into your 40’s +. It is highly important to understand what activates a breakout so that you can deal with your spot type effectively and avoid scarring.

# Why?

You've probably experienced hormonal breakouts, during early teenage years. That's because, around that time, puberty hits and your androgynous hormones kick in (the male hormones that exist in every human being!) These hormones trigger excess oil production – they literally switch on your sebaceous (oil-producing) glands, like water pouring from a tap! On a monthly basis, your female hormone levels decline, resulting in a higher concentration of the androgynous hormones – therefore spots develop on your skin. This is why monthly breakouts are so common for a female skin. Your hormones may also fluctuate if you are stressed, causing breakouts to flare.

Skin Therapist, Dermalogica Naomi, tells you that hormonal adult acne is usually “very sore,” especially in your 40's +. This is because, as your skin ages, it naturally regenerates new and healthy skin cells at a slower pace than in your 20's. When hormonal acne is

triggered, your androgynous hormone levels produce more oil in your skin layers. Yet, if new skin cells are not quickly regenerated, this oil can get trapped amongst dead skin cells. If you do not exfoliate your skin, spots group underneath your skin's surface and can throb painfully. Dermalogica Naomi explains that this is why sudden surges of sebum can collect in the chin area. Naomi further explains that similarly blackheads are “down to a dehydrated skin.” In the period leading up to menopause, your female hormone production rapidly declines and your skin loses its water content. Without water, your skin finds it difficult to shed dead skin cells and appears dull and often flaky. In this instance, oil collects underneath the dead skin cells and blackheads appear prevalent.

## CAN GENETICS PLAY A PART?

Another reason for adult acne is simply “genetics,” comments Dermalogica Skin Therapist, Jane. All skin is oily to some extent because skin produces sebum through sebaceous (oil-producing) glands, in order to naturally moisturise our skin. It’s super clever! However, in some cases your skin’s sebaceous glands are naturally enlarged due to genetics. If your oil producing glands are larger, you will produce more oil on your skin. Oily skin often suffers adult acne and frequent spots, especially if it is not cleansed properly. Dermalogica’s Skin Therapist, Jane, tells you that if an oily skin wears excess make up does not clean make up from the skin’s pores, breakouts can trigger fast. You mustn’t use leave make up on at night or when exercising at all, but if you have a genetically oily complexion and leave any trace of make up, SPF or debris on your skin in these instances, you will notice a flare up or breakout.



# Treatment

***Dermalogica's Skin Therapist, Jane, instructs that the first protocol for reducing breakouts is "cleansing." Jane explains that "as long as your skin is clean of bacteria" and excess oil, then "you are limiting your chances for breakouts."***

There are ingredients that we can use to do this but you will need to deal with adult acne from every angle so it's important to: 1. Reduce oil, 2. Exfoliate dead skin cells and 3. Remove bacteria. In order to reduce oil it is advised that you double cleanse, first using an oil-based cleanser like Dermalogica's Precleanse or Decleor's Micellar Cleansing Oil and second with a treatment cleanser of your choice. Make sure that you follow through with exfoliation 3 times a week. Skin Therapist Jane explains that if you squeeze a spot your heal time doubles, which means that you are going to get darkened pigmentation and uneven skin tone that will need to be treated (see Uneven Skin Tone section of this ebook.) Jane explains that instead of squeezing a spot you should instead let the blemish run its course and use a spot treatment like Dermalogica's Medibac

Breakout Control. This can be applied directly to the area of adult acne that you are concerned with. It will reduce the bacteria and maintain a healthy and even complexion.

Our resident Jersey Beauty skin therapist, Christine, comments that "salicylic acid" is a skin ingredient that "treats bacteria underneath the skin and actually helps remove the bacteria, rather than you having to burst a spot." This is a key ingredient to apply, if you suffer adult acne. You can find salicylic acid in Dermalogica's Special Cleansing Gel and the entire Dermalogica Medibac range.

# Tips

- You must double cleanse your skin AM and PM in order to remove debris, excess bacteria and oil from your skin's pores. This will ensure clear, spot-free skin.
- Exfoliation is a crucial skincare step, if you want to avoid under the skin spots. Exfoliate twice weekly and encourage your skin's cells to renew so that oil doesn't clog under the skin's surface.
- However tempting it may be you must never pick a spot or blemish! Simply use a product containing salicylic acid, which will treat bacteria underneath the skin, without scarring.

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# Oily Skin

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# What?

***Sure, if you suffer oily skin you will probably know about it and want to skip straight to the solution! But trust us, when you get your head around what oily skin actually is anyway, you'll definitely be surprised and run for products that really work to treat and nourish your skin back to, well, shine-free fabulous!***

Skin Therapist, Nicola, from Guinot HQ first explains what your oily skin is up to “pores are generally small openings on the surface of skin that allow light sebaceous glands (the glands

responsible for your oil production) to show on the surface of skin.” Pores cover your entire body, apart from the palms of your hands and the soles of your feet. Nicola highlights that pores are “needed for healthy and functional, moisturised skin,” they are also hair follicles. Everyone has pores covering their body. Oil from your skin’s sebaceous glands is naturally excreted through pores, moisturising your skin and ridding it’s deeper layers of bacteria. However, if your skin is inherently oily, you may notice that your pores are large and highly

pronounced instead of tight and clear. Check with your other family members to see if they have large pores, as enlarged pores are genetic and they signal oily skin that is passed down through family members.

Other signs of a truly oily skin include frequent breakouts, beyond your teenage years and your skin will be characterised by a shiny texture. After cleansing your skin, this shine will return after just a few hours and make up may slide off the skin throughout your day.

# Why?

Oily skin is caused by excess oil production within your skin's layers. As you already know, oily skin is typically passed on through family members. Not only can large pores be hereditary, overactive or large "sebaceous" (oil-producing) glands are also genetic. "Sebaceous glands" are found in your dermis, which is your deepest skin layer. If you have large or overactive sebaceous glands, your skin will produce excessive amounts of skin oil, also known as "sebum." Your skin only needs a small amount of sebum to be excreted through its pores in order to maintain natural moisture and a protective, healing barrier. If oil-production is high, the skin's pores will quickly clog and a shiny texture will cover its surface. Although there is nothing you can do to shrink your pores or your sebaceous glands, you can control oil production with professional products and Skin Therapist advice.

## OUR THERAPIST SAYS:

Skin Therapist, Christine, says that hot weather can "increase your natural oil production," due to pore-clogging SPF's, which are used particularly in the summer season. Some SPF's and debris can block your skin's pores and prevent them from doing what they do best. Therefore, pores become clogged and sebaceous glands continue to work hard producing even more oil. The result is excessive breakouts and skin blemishes. Christine does preach great news for this oily skin problem and tells you, "Oily skin can tolerate cleansing up to 3 times a day!" Make sure you invest in a great cleanser as well as professional SPF products.

As well as genetics and weather, oily skin can simply be the result of hormonal fluctuation. As you get older, female hormone levels decline – but this decline can also occur with stress or naturally, on a monthly basis. When your female hormones, namely estragon, drop then you will incur a higher level of male hormones that are present in every human body. These male hormones trigger oil production in your sebaceous glands and so you may gain an oily skin shine. Make sure you are nourishing your skin with oil-controlling products as you age and at specific times in your monthly cycle.



# Treatment

**Now that you know why your skin is oily, you can begin to realize what you must do about it! The truth is, even if you have oily skin, you should 100%, without a doubt: use a moisturiser!**

Skin Therapists note that moisturisers exist to hydrate the skin. Moisturisers do not top up your sebaceous oil glands with even more oil! Your skin is super clever and it will not drink anymore than it can handle, in fact, if you do not use a moisturiser skin can overcompensate for the lack of nutrients and go into overdrive producing excess oil! Simply put, in order to encourage cell renewal, which is the natural process in which your skin produces fresh, healthy cells, you will need a good moisturiser that puts nutrients back in your skin. Especially as you age, you cannot avoid using a moisturiser to increase elasticity and healthy cellular growth.

Jersey Skin Therapist Christine recommends using an oil free moisturiser such as Dermalogica's Active Moist, especially in your 30's-40's when your female hormones



decrease; oil production increases yet your skin's ability to retain water drops. Dermalogica's Active Moist will deliver water to your skin where it needs it most without clogging your pores.

Skin Therapist Nicola from Guinot says, "Use an exfoliator and prevent clogging of the pores," if you have oily skin. Nicola recommends Guinot's Gommage Biologique to lift debris and excess oil from the skin's follicles so that breakouts are not triggered. For more oily skin products, create a skin profile on our website [jerseybeautycompany.co.uk](http://jerseybeautycompany.co.uk)

# Tips

- Oily skin sufferers should definitely use a moisturiser! Moisturisers exist to hydrate the skin and keep it healthy. Without a moisturiser, skin will struggle to renew its healthy cells.
- Make sure you double cleanse oily skin AM and PM in order to remove pore-clogging bacteria such as make up and debris.
- You can still use serums and face oils if you have oily skin. Serums and face oils penetrate into the skin's dermis (your deepest skin layer) so these products will have no impact on your oil production, but they will hydrate intensely, giving you a beautiful, dewy glow.

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# *Lines and Wrinkles*

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# What?

**Simply put, wrinkles are creases or dips in your skin's structure that may be fine or deep set into the skin. You may notice wrinkles form due to the movement or expression on your skin - for example, creases of skin that appear around the eyes are known as "crows feet" and vertical lines around your mouth are commonly referred to as "laughter lines."**

Along with your wrinkles, you may find the skin is thin to touch, almost translucent. Skin Therapist, Christine, reveals that this is because fine lines are "often a sign of dry or dehydrated skin." Dehydrated skin is often thinner as it lacks important water that it needs in order to stay supple. Therefore, if you do suffer dryness or dehydration, look out for skin that has a crêpe texture and small slivery lines on thinner areas of skin. These areas could develop fine lines and wrinkles, if not already prevalent.

We believe you shouldn't feel ashamed about the lines and creases that appear on your complexion. Wrinkles don't equal a loss of beauty; they are simply a consequence of getting older. With each new day the structure of your skin changes slightly. If you can learn to understand these changes, you will learn how to maintain a healthy skin glow. It's not about zapping wrinkles and concealing your age, it's about keeping your skin nourished - especially as your skin's natural nourishments begin to deplete.

# Why?



Your skin's deepest layer (the dermis) is built of proteins called "collagen" and "elastin." Science editor Chris explains that collagen is "basically the building block of skin." He says: "in producing new skin, we're producing new collagen. Young, healthy skin has lots of collagen. It's being produced all the time." Science editor, Chris, further reveals that "as we get a bit older, the production of collagen reduces. The collagen itself, instead of being a 'nice mesh' can [look] a bit like an 'old, worn jumper!'" This is why your skin may be prone to wrinkles; when your collagen production reduces, your skin's structure weakens and is no longer tight and bouncy, but worn and tired. Dips in the skin's dermis (the deepest layer of your skin) are exposed as wrinkles on the outermost layer of your skin.

## COLLAGEN

Your collagen levels naturally decrease over time but they can also deplete because of external factors such as environment and pollution. Science editor Chris explains, "UVA [rays] cause wrinkles [and] damage at the cellular level." Simply put, the sun's UVA rays destroy your collagen levels. When collagen is depleted, wrinkles begin to form. This is why it is so important to use products that protect against UVA and UVB sunrays.

If skin's proteins (collagen and elastin) are met with pollution or polluted oxygen, they can turn into "free radicals". Ultimately free radicals destroy collagen and elastin. This process also occurs when an apple is left to brown – pollution destroys the proteins in the apple, turning them into "free radicals."

This process is called "oxidation" and it can cause wrinkles to form on the skin's surface. To combat oxidation, you must use antioxidants to treat your skin.

The final cause of wrinkles is dehydration. We need to make sure the moisture levels are good in our skin because that is what keeps skin plump and supple. Science editor Chris explains, "Our skin is basically made up of a load of oils, a few proteins and

amino acids." If you can put these 3 moisturising nutrients back into skin, you will prevent wrinkles from forming. This is because these 3 substances form what is known as a "lipid barrier" in your skin's stratum corneum. Much like the pointing in a brick wall, your skin's lipid barrier works to seal goodness around



its structure. If the lipid barrier is destroyed, holes form and dips in your skin's structure appear as wrinkles to the naked eye.

# Treatment

Vitamin C protects the collagen in your skin and is a brilliant antioxidant ingredient, which will prevent free radical damage from destroying the skin's structure and causing wrinkles. Dermalogica's Multivitamin Power Serum contains vitamin C as well as vitamins A and E, to protect skins collagen levels from environmental damage. Existing wrinkles are softened, as vitamins C and E are potent tools for reversing sun damage. Make sure you use this serum underneath your moisturiser so that fabulous ingredients reach your skin's deepest layers. For more vitamin C products and collagen boosting ideas, visit [jerseybeautycompany.co.uk](http://jerseybeautycompany.co.uk) and click "Fine Lines and Wrinkles."



# Tips

- You must build back collagen in your skin's deepest layer, in order to prevent wrinkles. Look for pro-collagen products or try skin supplements.
- Vitamins C and E are exceptional antioxidants that will stop pollutants from damaging your skin's texture. Ultimately, this will prevent wrinkles from getting deeper.
- Smooth existing wrinkles using a skin primer underneath your moisturiser. Try Dermalogica's Hydra Blur Primer for a soft focus effect or Guinot's Derma Liss for a smooth skin base.

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# Uneven Skin Tone

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# What?

**Quite simply, your skin's tone is the one underlying colour or hue that surfaces your complexion. Your skin therapist would comment that your skin tone is uneven if it shows patches of redness or perhaps has areas that are darker or much lighter than your skin's overall hue.**

You might have “age spots” or “brown spots” on your skin, these are simply areas of skin that are darker in tone, in comparison to the rest of your skin's colour. Age spots and brown spots can develop over time and are characteristic of an uneven skin tone. If you are pregnant, you may also spot darker patches of skin over your nose, which Jersey Beauty Skin Therapist, Christine, names a “butterfly mask” or “pregnancy mask.” This is a hormonal response to pregnancy that appears on the skin's surface.

# Why?

## 3 REASONS THAT CAUSE UNEVEN SKIN TONE

**1.** “Hyperpigmentation” is the term for skin that is characterized by patches of darker skin between normal skin tones. This includes age spots, brown spots and areas of scarring. Hyperpigmentation occurs when there is an overproduction of “melanin” – the property that colours our skin. It is made in skin cells known as “melanocytes” and when these cells group, a darker tone appears on the outermost layer of skin. Uneven skin tone or hyperpigmentation can be genetic, so while it’s important to nourish skin – you should also embrace birthmarks and freckles alike. Your pigmentation

or skin tone makes you remarkably unique! Hormonal pigmentation such as “pregnancy mask” will pass with time, and so will not necessarily respond to brightening products.

**2.** Redness is another cause behind uneven skin tone. If you have the skin condition “rosacea” you may have reddened cheeks on a regular basis. According to Dermalogica Skin Therapist, Jane, this is a common skin concern, and typically the ideal way to treat a red and uneven skin tone is to use a tinted product. On the primary colour wheel, red is at the opposite spectrum to

green. Therefore, some products are tinted green in order to nurture your red skin tone back to neutral.

**3.** Some reports of uneven skin tone include skin that is dull or darker in appearance. Your skin cells will naturally renew themselves so that bright, healthy cells will appear on skin’s surface. However, as you age, this process of cell renewal slows down. If you do not exfoliate skin regularly, your skin will appear dull where dead skin cells have collected. To even a dull complexion, exfoliation is crucial.

# Treatment

If you suffer from hyperpigmentation, you can use brightening products that work to lighten skin's melanin. Skin Therapist, Nicola, prescribes Guinot's Newwhite Brightening range "which is fantastic for lightening pigmentation," she comments. Guinot's Newwhite range is brilliant, and includes everything from cleansers to face wash to serum, so there really is something for everyone.

Newwhite isn't solely for hyperpigmentation, it will help you achieve an even skin tone it gives fantastic results!

You might want to look at Dermalogica's Powerbright range, too. This brightening range is "all about lightening what current pigmentation you've got, but also controlling the production so that you don't get any more [dark spots] thereafter," explains Skin Therapist, Jane. It's really

important to use an SPF, which protects against UVA and UVB sunrays in order to prevent further dark spots, caused by sun damage. While most sun creams contain UVB protection (which will prevent your skin from burning) not all sun protection products defend against the sun's UVA rays. UVA sunrays penetrate the skin at a much deeper level causing age spots and wrinkles to appear.





# Tips

- If you suffer hyperpigmentation and age spots, try products that brighten skin's tone such as Dermalogica's Powerbright range or Guinot's Newwhite treatments.
- Pregnancy hormones can trigger dark spots to appear on your nose and cheeks. Because the reason for this type of uneven skin tone is hormonal, this condition should simply disappear with time.
- Make sure you are protected from UVA and UVB rays in order to maintain an even skin tone.



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Dull & Tired  
Skin

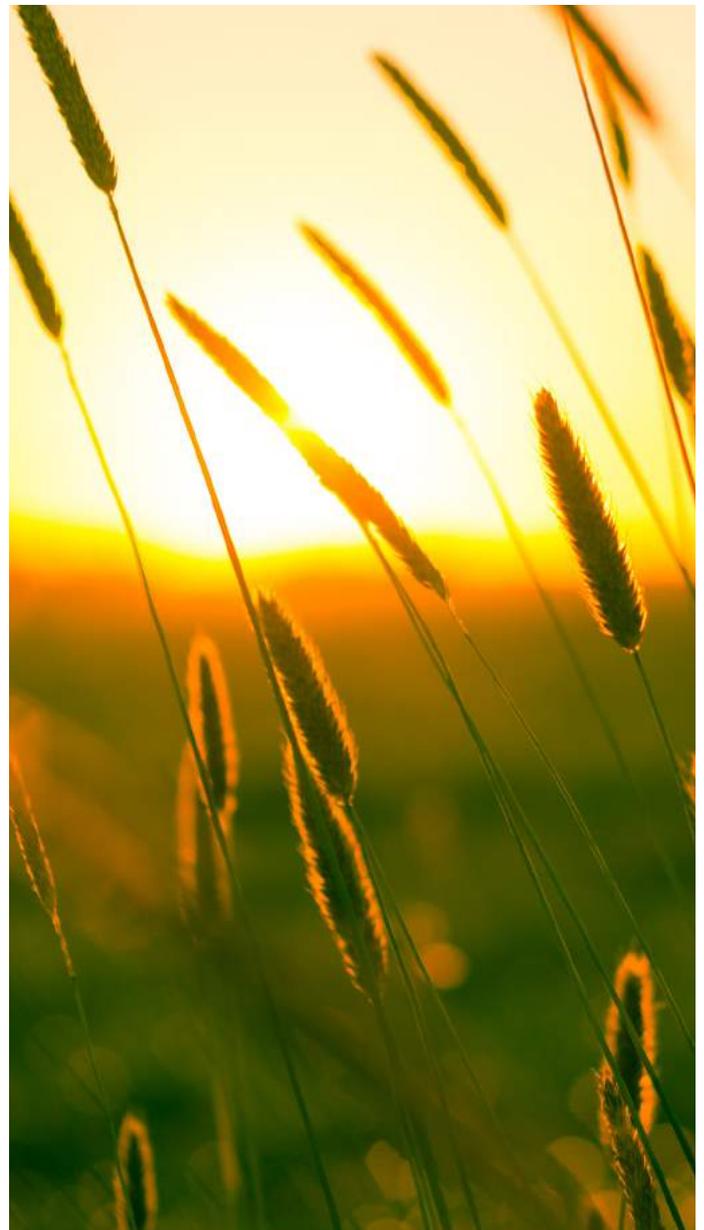
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# What?

***When you are tired, skincare is not always considered a priority. You might see fit to get to bed fifteen minutes early instead of taking time to cleanse and care for your complexion.***

We understand completely! But you must look after your skin, especially when you are super-busy. Pollution is everywhere and it can have a dulling effect on skin's healthy complexion.

Dull and tired skin can appear grey and ashen in colour and it may have a flaky texture or feel rough to touch. In comparison, healthy skin is dewy and radiant – think about that after-facial glow. In order to feel revitalized and remarkable, check your skin for signs of dullness and use professional treatments to get your glow back!



# Why?



***Your skin can appear dull in texture and tone for many reasons. Skin Therapist, Nicola, highlights that “pollution” as the number one cause of lackluster skin.***

Nicola explains, “Pollution can have quite a damaging effect on the skin’s cells. It can cause cell stress which will accelerate ageing, cell damage.” In fact, “free radical damage” is what happens when cells are not protected from pollution. Simply put, free radicals are destructive chemical molecules that destroy skin’s proteins such as collagen and elastin. When collagen and elastin are destroyed, skin loses elasticity and firmness. The process that creates a free radical is called “oxidation”. This is the same process that turns an apple brown when left in the open air. As you can imagine, if your skin is left in the open air, it also undergoes the same browning, dulling effect as the apple! So, while “free radical damage” it is one of the leading causes of wrinkles and loss of elasticity, it also triggers a dull and tired skin texture.



# Treatment

**The great news is, so much can be done in order to prevent skin from becoming dull and tired in appearance.**

In fact, you can start simply by combatting the dulling effects of pollution for your skin by using “antioxidants.” Antioxidants are ingredients that prevent the production of free radicals on your skin. Ultimately, skin will be protected from external irritants that can make skin tone appear grey. Skin Therapist Nicola comments that “all Guinot products contain antioxidant ingredients.” She particularly recommends Guinot’s Serum Bioxygene which will really help to revive the complexion by

boosting the oxygenation and removing toxins from the skin’s cells.



In order to get a beautiful, radiant appearance – use a face Masque! All professional face masques contain a cocktail of active and concentrated ingredients that will brighten your skin and correct any dulling tones.

Masques are helpful in removing toxins from the skin's many layers, so any damage done by pollution during the day will be completely cleansed away! It's important to remember that pollution affects every skin, no matter where in the world you live! Toxins are frequently attempting to damage skin's structure and tone, so make sure you choose a skin-refining face masque at least once a week.

Your third go-to treatment for skin that looks dull and tired is essential oils. Essential oils can go where not many other products can! They can penetrate the skin's deepest layers due to their tiny molecular structure. This means that they can repair your damaged, dull skin at a deeper level. Essential oils will work to simulate collagen and elastin production, soothe a tired skin and body and heal skin, ridding it from toxins through the bloodstream. Extracted from plants, essential oils also smell divine and will lift your mood in an instant. Try this detoxifying treatment for dull and tired skin.

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## Tips

- Look for products that contain antioxidant ingredients in order to protect against dulling skin.
- Use a face masque for an extremely radiant complexion. Face masques are potent cleansers that come in sheet or bottle form, so find a masque that suits you and apply for 10 minutes weekly.
- Grab essential oil treatments and apply to dull and tired skin for an instant healing boost.



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# Loss of Elasticity

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# What?

***At Jersey Beauty Company, we are pro-ageing. That means, we love getting older and we celebrate ageing.***

Of course, we do want to help skin stay as healthy as possible, and one of the customer questions we get asked most is “how can I keep my skin firm when it’s starting to age?” Skin Therapist Nicola explains that skin firming is a real concern for many. As you get older, you may notice that your skin does not appear extremely firm or plump. Areas of skin around your face and neck may begin to sag or drop, and this is a true sign that your skin’s structure is not at it’s healthiest.



# Why?

Collagen is the primary structural protein found in our skin. It's the glue that holds you together and keeps your skin supple. Almost 90% of the protein in your skin is collagen by medical definition. Yet, from early to mid 20s you start to lose about one and a half percent of collagen a year. Couple this with the fact that your skin also loses elastin (another protein that gives skin elasticity and solidity) and you can begin to understand why many have concerns about sagging skin or loss of suppleness.

Dermalogica's Skin Therapist Jane explains that you will naturally lose collagen and elastin as you age but also you will face external factors that can diminish your collagen production, fast. UVA rays from the sun are the number one extrinsic cause behind sagging skin, which is no longer supple. UVA rays simply break down your collagen and elastin. When collagen and elastin are broken down in this way, skin becomes weak and loose.

Another leading cause behind loss of elasticity is your diet. If you do not eat foods that aid your body's natural ability to produce collagen, you will find that your skin's structure deteriorates at a faster pace. Foods that are high in fatty acid like omega 9 will keep the skin firm and dewy. Yet, many of us do not eat healthy and so the structure of our skin – collagen and elastin that hold our bodies together – depletes.

# Treatment

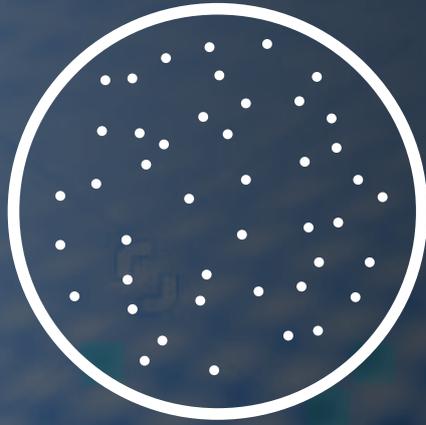
There are many treatments that will benefit the suppleness of your skin. Perhaps one of the most effective is skin serum. Serums are cocktails of active ingredients, which provide a booster shot of goodness to your skin's deepest layers. Skin Therapist Nicola describes serums as "an injection of life" for the skin. These concentrated nutrients are extremely wonderful for your skin's dermis (the deepest layer of your skin's structure). Skin Therapist Nicola



talks about two Serums in particular, the first being Guinot Serum Liftosome. With pro-collagen for lifting and firming, this serum is great if you are concerned with gravity taking hold, so loss of tone, loss of firmness. Guinot Serum Eclaircissant also contains amazing recipe of skin lifting ingredients, such as vitamin C which will protect skin's existing collagen supply and ultimately simulate a healthy skin structure that is supple.

# Tips

- If you are concerned with loss of elasticity, use a concentrated face serum! Serums have active ingredients that are built to deliver nutrients to the skin's deepest layers. This will help with overall suppleness.
- Make sure you eat healthy foods that support your skin's structure and contain fatty acids like omega 9.
- Collagen is depleted over time, which is why your skin may appear less elastic and plump to touch. Replenish your collagen with active ingredients and professional skin products.



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# Open Pores

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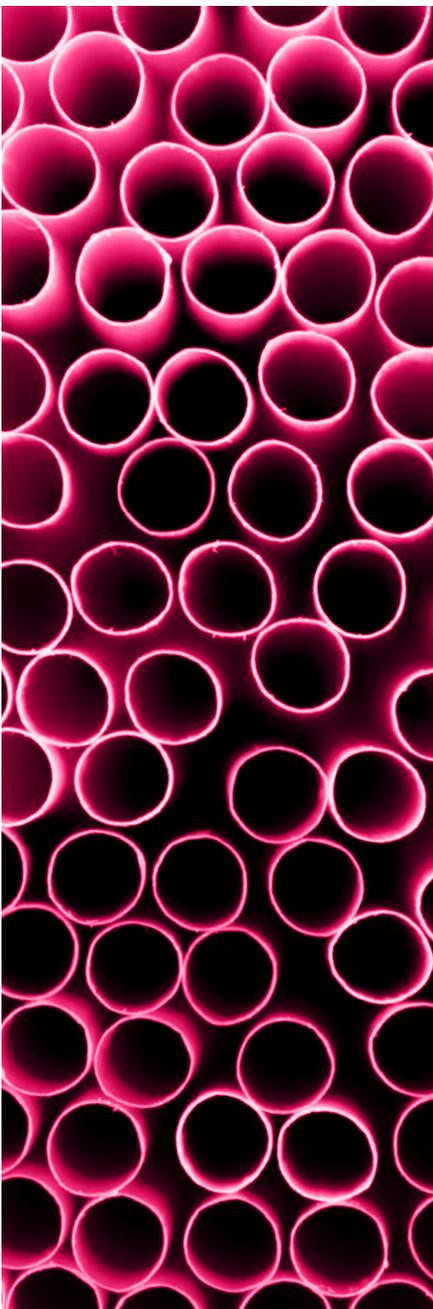
# What?



***Pores are small openings on the surface of skin that allow light, natural oil production to moisturise skin's outermost layer.***

Pores are also where you will find hair follicles on your skin. You have pores everywhere, apart from on the palms of your hands and the soles of your feet. When pores are tight, they are barely visible to the naked eye. But sometimes, pores can appear enlarged or 'open.' Simply put, this means that pores appear pronounced and rounder.

# Why?



Skin Therapist Naomi helps you understand open pores by comparing your skin to a bundle of drinking straws. If you picture a bundle of drinking straws and look through the straws holes, you will see that they are always open. Drinking straws, like pores, don't actually open and close, but they do shrink and expand depending on if you squeeze them. Pores secrete oil and sebum from the skin, as if through a drinking straw. Of course, if you have a larger pores, you will be able to get much more fluid out at once. Dermalogica Naomi explains "each individual pore does not have their own little muscle that will open and close it.

However they do become blocked and expand through lack of exfoliation and a build up of oil in the gland." Enlarged pores can be a generic factor, but pores can also appear bigger as you get older. If you don't work to boost your skin's structure, then you will notice enlarged pores. This is because, as collagen and elastin in our skins deepest layer naturally weakens, our skin's structure appears less supple and incredibly loose. "As oily skin has a high production of oil, oily skin sufferers tend to get enlarged pores and you will see those around the chin area, nose area and on the forehead," explains Skin Therapist, Nicola.

# Treatment

Exfoliation is key to reducing the size of your pores. Dermalogica Skin Therapist, Naomi, explains, “Exfoliation clears the plug of debris and so obviously reduces the appearance of the pore.” She further recommends steaming as a brilliant method of clearing out debris from your pores, which will in turn reduce their enlarged appearance. “Steaming loosens pores so it’s easier for extraction if your pores are filled with blackheads, papules and pustles – basically whiteheads and spots,” Naomi comments.



Another really brilliant way to treat open or enlarged pores is to invest in a professional primer. Dermalogica’s Hydra Blur Primer contains mushroom extract which helps reduce the visibility of open pores. This primer is silicone based, so it will smooth out any imperfections and even your skin tone. Dermalogica Hydra Blur Primer also hydrates skin’s outermost layer, giving a plump effect.

# Tips

- To prevent pores from getting bigger make sure you exfoliate any debris and oil twice weekly.
- Steaming is a great way to reduce the appearance of large open pores. Simply cleanse the face over a bowl of warm water and let the steam open your pores further so that you can extract dirt and debris.
- Try a primer to conceal existing large pores. Dermalogica have 3 pore-perfecting primers for you to choose from!